

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Nest Collective, Inc.		11/05/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Plum Inc.		
Street Address:	1485 Park Avenue, Suite 200		
City:	Emeryville		
State/Country:	CALIFORNIA		
Postal Code:	94608		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 57			
Property Type	Number	Word Mark	
Serial Number:	85666031	BABIES FOR YUM	
Serial Number:	85628138	BISTRO BOWLS	
Serial Number:	85628163	BISTRO BOWLS	
Serial Number:	85777186	CRAVE-ABLE HEALTH	
Serial Number:	85523277	CRUNCH'OLA	
Serial Number:	85663252	FRUIT STRAWS	
Serial Number:	77814236	GENERATION ORGANIC	
Serial Number:	77814265	GENERATION ORGANIC	
Serial Number:	85288301	JUST	
Serial Number:	85288294	JUST	
Serial Number:	85741433	LITTLE YUMS	
Serial Number:	85755741	MIGHTY 4	
Serial Number:	85755736	MIGHTY 4	
Serial Number:	85486351	PLUM KIDS	

OP \$1440.00 85666031

900238960

TRADEMARK
 REEL: 004901 FRAME: 0251

Serial Number:	85486346	PLUM KIDS
Serial Number:	85486343	PLUM KIDS
Serial Number:	85472837	PLUM ORGANICS
Serial Number:	85486358	PLUM TOTS
Serial Number:	85486353	PLUM TOTS
Serial Number:	85704636	SHREDZ
Serial Number:	85661706	SLAM DUNX
Serial Number:	85661727	SLAM DUNX
Serial Number:	85552254	TOTTI BISCOTTI
Registration Number:	3975777	EAT YOUR COLORS
Registration Number:	3884739	FIDDLESTICKS
Registration Number:	3682846	FINGERFULS
Registration Number:	3971812	FROM THE HIGHCHAIR TO THE LUNCHBOX
Registration Number:	4068099	FROM THE HIGHCHAIR TO THE LUNCHBOX
Registration Number:	3986949	FROM THE HIGHCHAIR TO THE LUNCHBOX
Registration Number:	4184319	FRUIT SHREDZ
Registration Number:	3975209	GENERATION ORGANIC
Registration Number:	3817025	GRAMMY SAMMY
Registration Number:	3568562	JAMMY SAMMY
Registration Number:	4227652	LITTLE CREMES
Registration Number:	4099326	LUNCHBOX SIMPLICITY
Registration Number:	4070931	LUNCHBOX SIMPLICITY
Registration Number:	3610255	MASHUPS
Registration Number:	4017220	MASHUPS
Registration Number:	3682847	MISH MASH
Registration Number:	4026425	NEST COLLECTIVE
Registration Number:	3966644	NEST COLLECTIVE
Registration Number:	3926928	
Registration Number:	4121872	
Registration Number:	4107893	NOURISHING GENERATION ORGANIC
Registration Number:	3264584	PLUM ORGANICS
Registration Number:	3272071	PLUM ORGANICS
Registration Number:	3235479	PLUM ORGANICS
Registration Number:	3264585	PLUM ORGANICS
Registration Number:	3264586	PLUM ORGANICS

	3272072	PLUM ORGANICS
Registration Number:	3800188	POP ALONGS
Registration Number:	3971811	SUPER PUFFS
Registration Number:	4238848	TEENSY FRUITS
Registration Number:	3935511	TRAINING MEALS
Registration Number:	3991629	TRAINING MEALS
Registration Number:	4022259	YO' DROPS
Registration Number:	4126353	YUM

CORRESPONDENCE DATA

Fax Number: 4159891663

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (415)391-4800

Email: tm@cpdb.com

Correspondent Name: Coblentz, Patch, Duffy & Bass, LLP

Address Line 1: One Ferry Building, Suite 200

Address Line 4: San Francisco, CALIFORNIA 94111

NAME OF SUBMITTER:	Karen S. Frank
Signature:	/ksf/
Date:	11/16/2012

Total Attachments: 1

source=TM Assignment The Nest Collective to Plum Inc#page1.tif

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:57 PM 11/05/2012
FILED 01:54 PM 11/05/2012
SRV 121195614 - 4635949 FILE

**CERTIFICATE OF AMENDMENT
TO THE
FIFTH AMENDED AND RESTATED
CERTIFICATE OF INCORPORATION
OF
THE NEST COLLECTIVE, INC.**

The Nest Collective, Inc., a Delaware corporation, organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "General Corporation Law"), does hereby certify as follows:

FIRST: That the name of this corporation is The Nest Collective, Inc. (the "Corporation") and that this Corporation was originally incorporated pursuant to the General Corporation Law on December 18, 2008 under the name The Nest Collective, Inc. The Fifth Amended and Restated Certificate of Incorporation of the Corporation was filed with the Secretary of State of the State of Delaware on April 19, 2012 (the "Restated Certificate").

SECOND: The first Article of the Restated Certificate is hereby amended and restated to read in its entirety as follows:

First: The name of the corporation is Plum Inc. (the "Corporation").

THIRD: The foregoing amendment of the Restated Certificate has been duly adopted in accordance with the provisions of Sections 242 and 228 of the General Corporation Law of the State of Delaware.

IN WITNESS WHEREOF, said Company has caused this Certificate to be signed on this 5th day of November, 2012.

By: 

Authorized Officer

Name: Neil Grimmer

Title: President and Chief Executive Officer